

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12      Steph Mury      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title



WFTS

# ORDER

Print Date 10/23/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 315415 /

Original Date / Revision  
10/20/12 10/22/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1257

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	64	\$101,638.75	\$119,575.00	0.00	10/01/12	10/28/12	64	\$101,638.75	\$119,575.00
November 2012	37	\$68,850.00	\$81,000.00	0.00	10/29/12	10/30/12	37	\$68,850.00	\$81,000.00
Totals	101	\$170,488.75	\$200,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	10/24/12	10/30/12	M-F 5-530a	CM	5-530a	-11-1--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/24/12		10/24/12	10/30/12	-11-1--			3		\$300.00		0.00				



WFTS

Print Date: 10/23/12

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Contract / Revision **315415** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	10/24/12	10/30/12	M-F 530-6a ABC Action News	CM	528-6a	1--1---	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1---					2	\$450.00		0.00		
N 3	WFTS	10/24/12	10/30/12	M-F 6-7a ABC Action News	CM	558-7a	11111--	:30	5	\$1,200.00	P-2	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,200.00		0.00		
N 4	WFTS	10/24/12	10/30/12	M-F 7-9a GMA GMA	CM	658-9a	11111--	:30	5	\$1,500.00	P-2	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WFTS	10/24/12-10/30/12		M-F 7-9a GMA	658-9a		MTWThF----	:30		\$1,500.00		0.00 NM		
2	WFTS	10/24/12-10/30/12		M-F 7-9a GMA	658-9a		MTWThF----	:30		\$1,500.00		0.00 NM		
3	WFTS	10/24/12-10/30/12		M-F 7-9a GMA	658-9a		MTWThF----	:30		\$1,500.00		0.00 NM		
N 5	WFTS	10/24/12	10/30/12	M-F 9-10a 9-10a Jeff Probst	CM	9-10a	22222--	:30	10	\$450.00	P-3	0.00 NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	22222--					10	\$450.00		0.00		
N 6	WFTS	10/24/12	10/30/12	M-F 10-11a 10-11a Right This Minute	CM	10-11a	11111--	:30	5	\$500.00	P-3	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$500.00		0.00		
N 7	WFTS	10/24/12	10/30/12	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	11111--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WFTS	10/24/12-10/30/12		M-F 11a-12p	1058a-12p		MTWThF----	:30		\$1,200.00		0.00 NM		
2	WFTS	10/24/12-10/30/12		M-F 11a-12p	1058a-12p		MTWThF----	:30		\$1,200.00		0.00 NM		
3	WFTS	10/24/12-10/30/12		M-F 11a-12p	1058a-12p		MTWThF----	:30		\$1,200.00		0.00 NM		
N 8	WFTS	10/24/12	10/30/12	M-F 12-1p ABC Action News	CM	1158a-1p	11111--	:30	5	\$750.00	P-3	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$750.00		0.00		
N 9	WFTS	10/24/12	10/30/12	M-F 1-2p M-F 1-2p	CM	1258-2p	11111--	:30	5	\$825.00	P-3	0.00 NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$825.00		0.00		
N 10	WFTS	10/24/12	10/30/12	M-F 2-3p 2-3pm General Hospital	CM	158-3p	11111--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,200.00		0.00		
N 11	WFTS	10/24/12	10/30/12	M-F 3-4P Katie M-F 3-4P Katie	CM	3-4p	11111--	:30	5	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$700.00		0.00		
N 12	WFTS	10/24/12	10/30/12	M-F 4-5p M-F 4-5p	CM	358-5p	11111--	:30	5	\$1,400.00	P-3	0.00 NM	5	\$7,000.00



WFTS

Print Date: 10/23/12

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Contract / Revision **315415** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WFTS	10/24/12	10/30/12	M-F 4-5p M-F 4-5p	CM	358-5p	11111--	:30	5	\$1,400.00	P-3	0.00 NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,400.00		0.00		
N 13	WFTS	10/24/12	10/30/12	M-F 5-530p ABC Action News	CM	458-530p	-11-1--	:30	3	\$2,000.00	P-2	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-11-1--					3	\$2,000.00		0.00		
N 14	WFTS	10/24/12	10/30/12	M-F 530-6p ABC Action News	CM	530-6p	1--1---	:30	2	\$2,000.00	P-2	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1---					2	\$2,000.00		0.00		
N 15	WFTS	10/24/12	10/30/12	M-F 6-630p ABC Action News	CM	558-630p	-11-1--	:30	3	\$2,500.00	P-2	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-11-1--					3	\$2,500.00		0.00		
N 16	WFTS	10/24/12	10/30/12	M-F 7-730p 7-730p The List	CM	658-730p	11111--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$1,200.00		0.00		
N 17	WFTS	10/24/12	10/30/12	M-F 730-8p 730-8p Let's Ask America	CM	728-758p	11111--	:30	5	\$2,500.00	P-2	0.00 NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$2,500.00		0.00		
N 18	WFTS	10/24/12	10/30/12	Monday 8-10p Dancing Monday 8-10p Dancing	CM	758-10p	1-----	:30	1	\$18,000.00	P-2	0.00 NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1-----					1	\$18,000.00		0.00		
N 19	WFTS	10/24/12	10/30/12	Monday Prime C castle	CM	10-11p	1-----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1-----					1	\$10,000.00		0.00		
N 20	WFTS	10/24/12	10/30/12	M-SU 11-1135p ABC Action News	CM	11-1135p	1--1-1-	:30	3	\$4,000.00	P-2	0.00 NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	1--1-1-					3	\$4,000.00		0.00		
N 21	WFTS	10/24/12	10/30/12	M-F 1135p-1202a Nightline M-F 1135p-1202a	CM	1135p-1202a	11111--	:30	5	\$2,000.00	P-2	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$2,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WFTS	10/24/12-10/30/12		M-F 1135p-1202a Nightline	1135p-1202a		MTWThF----	:30		\$2,000.00		0.00 NM		
2	WFTS	10/24/12-10/30/12		M-F 1135p-1202a Nightline	1135p-1202a		MTWThF----	:30		\$2,000.00		0.00 NM		
3	WFTS	10/24/12-10/30/12		M-F 1135p-1202a Nightline	1135p-1202a		MTWThF----	:30		\$2,000.00		0.00 NM		
N 22	WFTS	10/24/12	10/30/12	Tuesday Prime C private practice	CM	10-11p	-T-----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-T-----					1	\$10,000.00		0.00		
N 23	WFTS	10/24/12	10/30/12	Thursday Prime C scandal	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WFTS

Print Date: 10/23/12

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Contract / Revision 315415 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads

Estimate # 1257

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N23	WFTS	10/24/12	10/30/12	Thursday Prime C scandal	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	---T---					1	\$10,000.00		0.00		
N24	WFTS	10/24/12	10/30/12	Friday Prime C 20/20	CM	10-11p	----F--	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	----F--					1	\$10,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WFTS	10/24/12-10/30/12		Friday Prime C		10-11p	----F--	:30		\$10,000.00		0.00 NM		
N25	WFTS	10/24/12	10/30/12	Sa 6-7a	CM	6-7a	-----S-	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$350.00		0.00		
N26	WFTS	10/24/12	10/30/12	Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$450.00		0.00		
N27	WFTS	10/24/12	10/30/12	SA 8-9a GMA SA 8-9a	CM	758-9a	-----S-	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$750.00		0.00		
N28	WFTS	10/24/12	10/30/12	SA News aft Sports @ 7p ABC Action News aft Spr	CM	658-730p	-----S-	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$1,200.00		0.00		
N29	WFTS	10/24/12	10/30/12	M-SU Late News after 5p ABC Action News	CM	1135p-2a	-----S-	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S-					1	\$2,500.00		0.00		
N30	WFTS	10/24/12	10/30/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S					1	\$400.00		0.00		
N31	WFTS	10/24/12	10/30/12	SU 7-8a GMA SU 7-8a	CM	658-8a	-----S	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S					1	\$750.00		0.00		
N32	WFTS	10/24/12	10/30/12	SU 6-630p ABC Action News	CM	558-630p	-----S	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S					1	\$1,500.00		0.00		
N33	WFTS	10/24/12	10/30/12	Sunday Prime B once upon a time	CM	8-9p	-----S	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S					1	\$15,000.00		0.00		
N34	WFTS	10/24/12	10/30/12	Sunday Prime D 666 park ave	CM	10-11p	-----S	:30	1	\$9,000.00	P-3	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-----S					1	\$9,000.00		0.00		

Totals 101 \$200,575.00